

AMENDMENT TO ABSTRACT OF DISCLOSURE:

Please delete the previous Abstract of Disclosure, and add the new Abstract as follows:

ABSTRACT OF DISCLOSURE

--A Web-based marketing communication network for managing and delivering marketing communications to consumers at Websites along on the World Wide Web (WWW). A first Web-based subsystem allows the service management team members to create and manage an information link structure for each registered consumer service. A second Web-based subsystem allows the team members to create and deploy Web-based Multi-Mode Virtual Kiosks (MMVKs) for each consumer service. Each MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server and including code specifying a unique service number assigned to the consumer service, and (ii) a MMVK tag that references the computer-executable server-side component and is embeddable within HTML-encoded pages on the Websites. A second Internet-enabled information server serves a catalog of the MMVK tags on the WWW, for downloading by team members and authorized parties, and installation on the Websites.--